

Strategic Plan FY17: Goals and Objectives

- Connect:** The Iowa City Public Library connects people to information essential for daily living and offers them opportunities for enjoyment and personal growth
- Engage:** The Iowa City Public Library actively encourages discovery, learning, and greater participation in community life
- Enrich:** The Iowa City Public Library contributes to the quality of life in Iowa City by offering opportunities to explore diverse ideas, to exercise imagination, and to express creativity

Goal 1: Public Awareness	
Connect	1. Use gift support to add a third edition of The Window.
	2. Plan an event for National Bookmobile Day in April 12, 2017.
	3. Re-brand Digital History Project.
	4. Promote Local Music Project after website improvements.
Engage	1. Promote 1,000 Books Before Kindergarten program.
	2. Promote Friends Foundation 25 th anniversary.
	3. Evaluate and strengthen collection promotion strategies.
Enrich	1. Promote bookmobile service and stops.
	2. Promote Iowa City People series.
Goal 2: Collaboration	
Connect	1. Feature downtown businesses in Digital History Project.
	2. Increase involvement with Iowa City UNESCO City of Literature events.
	3. Work with Antelope Lending Library to cross-promote Bookmobile services and schedules.
Engage	1. Identify partners to provide STEAM opportunities to tweens and teens.
	2. Partner with ICPL Friends Foundation to celebrate its 25 th anniversary.
Enrich	1. Expand electronic collections partnerships.
	2. Advocate for improving access to State Historical Society collection in Iowa City.
	3. Partner with City of Iowa City to promote equity and social justice education and programs.
	4. Identify partners for bookmobile stops.
	5. Provide programming to support the First Folio exhibit at the UI Main Library.
	6. Broaden Mission Creek Festival programming.
	7. Host the Great Stories Club book discussion for at-risk students.
Goal 3: Program	
Connect	1. Expand Tales & Travels to add experiential kits to support outreach programming.
	2. Maintain new Tween programming.
Engage	1. Plan a series of programs on topics related to environmental sustainability.
	2. Consider programming opportunities for bookmobile service.
	3. Expand Black History Month programming.
	4. Utilize PLA Outcome Measurement system to gather data on programming.
	3. Offer programming specifically for older teens (10 th – 12 th grades).
	4. Offer coding opportunities for teens.

	5. Offer a Family STEAM Festival.
Enrich	1. Evaluate 1,000 Books Before Kindergarten program.
	2. Offer creative hands-on workshops for adults focused on specific topics.
	3. Consider working with a program that offers meals to children during the summer.
	4. Add Iowa City People video series.
Goal 4: Content	
Connect	1. Complete project to improve browsability of graphic novels and comics.
	2. Plan for bookmobile collections.
	3. Update storytime kit collection.
Engage	1. Implement recommendations from collection size study.
	2. Prepare for the flood retrospective.
Enrich	1. Evaluate use of circulating laptop computers, consider other non-traditional items for loan, including hotspots.
Goal 5: Technology	
Connect	1. Plan for new phone system as part of City of Iowa City (COIC) upgrade.
Engage	1. Upgrade catalog to provide better searching and browsing experience for patrons.
	2. Investigate new Sierra mobile app.
	3. Plan for, and implement technology on bookmobile.
	4. Implement Mobile Digital Media Lab.
Enrich	1. Virtual Branch: design virtual branch, including upgrade of ICPL Event Manager, improving the Local Music Project website, and improving access to the Digital History collection.
Goal 6: Space/Facilities	
Connect	1. Utilize the Pedestrian Mall for more adult programming.
	2. Design flexible use space for Meeting Room D and Computer Lab and consider improvements to large discussion rooms to make them attractive for groups to use.
	3. Make shelving changes to accommodate the graphic novel collection, consider other 2 nd floor layout changes.
Engage	1. Update eSign software.
	2. Study need for tween space in Children's Room.
Enrich	1. Introduce bookmobile service.
Goal 7: Staffing	
Connect	1. Facilitate changes and increased paging and quicker reshelving of new materials.
	2. Implement changes identified in FY16 job study.
	3. Participate in Crisis Intervention Team training when it is available through Johnson County.
Engage	1. Evaluate selection staffing and processes.
	2. Review scheduling rotations, hours, and other needs with addition of bookmobile.
	3. Partner with United Action for Youth for Inservice Day training.
Enrich	1. Organize staffing and training for bookmobile.
Goal 8: Funding	
Connect	1. Present the \$100,000 grant for bookmobile from the Friends Foundation.
	2. Determine private funding sources for other library initiatives suggested through the FY17 objectives.
Engage	1. Respond to city budget challenges.
Enrich	1. Support additional staff in Children's Room with private funding.
	2. Introduce new Friends Foundation planned giving initiatives.